

POSITION PAPER

1. Medical Controversy

We acknowledge the fact that there is a continuing smoking and health controversy but we do not accept as proven that there is a causal relationship between smoking and various diseases (such as lung cancer, heart diseases, bronchitis, etc). The relationship referred to is primarily based on epidemiological or statistical evidence. These statistical or epidemiological associations alone cannot establish a cause and effect relationship between smoking and disease. Also it has become easier for some to indict smoking as the primary source of today's medical problems than to confront the data which suggest other explanations.

In our view the issue of causation remains controversial and unresolved. We advocate the need for further research into the nature of any relationship between smoking and diseases and for further scientific work elucidating the various factors and motivations of smoking.

To be effective, it is desirable that the tobacco industry as a whole must be seen to be responsible and, within our field, authoritative. Moreover, we believe it is better to speak as an industry with one voice on such matters and that this can best be accomplished through national associations of manufacturers.

2. Social Awareness, Responsibility and the Social Acceptability of Smoking

Because there is general sensitivity in respect of our products per se, we should at all times be particularly vigilant in ensuring that we remain beyond reproach concerning the ordinary duties and obligations we owe both our consumers and our workers.

Whilst the opponents of smoking use emotional arguments rather than scientific facts in their attempts to make smoking socially unacceptable, we must ensure that we never knowingly mislead our consumers who must believe that as manufacturers at all times we are acting responsibly and have concern for their interests.

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We should state quite properly and responsibly the other side of the smoking and health controversy.

We take the view that to date there is no persuasive scientific evidence to support the contention that the non-smoker is harmed by the tobacco smoke of others. However, it is our position that both smokers and non-smokers should be considerate of each other.

3. Disclosure of Information

We should influence as far as possible medical and official opinion against incautious imposition of constraints and any unnecessary restrictions on smoking. To do this it may be necessary to talk to medical authorities and Government agencies.

Our legitimate objectives must include protection of the interests of our consumers, many of whom find smoking beneficial in one way or another.

Where the question of smoking and health is active and where the Industry is sponsoring health research it should keep medical authorities informed.

An Industry in one country might also make known the research in other countries even where such research is not sponsored by health authorities.

4. The Role of Government in a Free Society

The Industry believes that smokers are well aware of the claimed health effects of smoking. Information is available to the public from a variety of sources. The traditional role of Government in a free society with reference to legal products is to inform people, to give them the facts or to see that they are given the facts, and to leave the exercise of free choice to the individual.

5. Warning Clauses

If to comply with legislation warning notices have to be printed on packs, the Industry must endeavour to ensure their attribution to Government or some other official body: similar attribution is equally necessary even when there is no legal requirement to do so (e.g. voluntary agreement by the Industry in the

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interests of good relations). If Governments suggest wording implying or stating smoking causes certain diseases, Companies must strenuously resist with all means at their disposal. In this event it is even more important that any such statement is attributable.

6. League Tables

So far there is no valid scientific basis for combining measurements of different chemical compounds in the smoke of an individual cigarette brand into a single index number as to represent a measure of implied hazard relative to other brands. Such aggregation implies unjustifiable judgments of the strength of association between chemical compounds and diseases. Such arbitrary indices of hazard cannot receive any serious scientific support and their introduction should be resisted wherever possible.

Published tables should preferably be compiled by an independent laboratory.

7. Maximum Tar and Nicotine Limits

The imposition of maximum tar and nicotine yields, as well as attempts by Governments to tax high tar products differentially to those with lower deliveries, should be resisted.

8. Advertising

It is the Industry view that there is no valid evidence to support the contention that advertising increases total consumption of cigarettes. Advertising may affect the sales distribution among individual companies or specific brands. In attempting to obtain the best possible shares of the market cigarette manufacturers have used competitive advertising to inform the consumer of product availability, modifications and innovations.

In view of the existence of the medical controversy, in any advertising, claims, express or implied, that one cigarette is healthier or less harmful than another should be avoided.

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We should resist restrictions on media advertising : however, in the area of voluntary agreements with Governments we should recognise that there is a limit beyond which the Industry cannot make further concessions.

9. Declaration of Constituents

We should resist for any requirements to put figures for the yields of smoke constituents or tar groups on packs or in advertising.

10. Research

Research plays a key role in our reaction to the attacks on smoking. It is incumbent on a responsible manufacturer to understand the allegations against smoking products, and to acquire on a continuing basis as much knowledge as possible of his products.

It is our policy to further support work on the scientific smoking and health controversy and also on scientific work elucidating the various factors and motivations of smoking.

One area of research which is basic to and shall have a high priority in our thinking is that of the numerous factors involved in smoking. It is our view that coordinated Industry efforts are required in this area.

The results of such scientific investigations must be made available to the public by appropriate means.

11. Product Liability

We should keep aware of and examine carefully any proposed changes in the law concerning product liability.

12. Cigarette Manufacturers' Associations

We accept the need of national cigarette manufacturers' associations and give them full support.

We believe that the Industry's activity in the smoking and health field should be carried out primarily by or through the Associations, wherever this is possible.

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13. Clearing Procedures

In consideration of the possible legal and political implications of any public statements made in the area of smoking and health appropriate clearance procedure must be established and maintained.

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